

that [a plurality of] the receivers connected to at least one of the distribution trunks demographically represents the community for market research purposes, the head end including signal distribution circuitry for receiving the normal television program signals and the substitute television program signal and for combining the received channel signals into spectrums of channels on the plurality of distribution trunks, the spectrum of channels on less than all of the plurality of distribution trunks including the substitute television program signal [means for selectively substituting substitute program signals in lieu of normal television program signals for transmission of a substitute program on one of the distribution trunks to the plurality of the television receivers connected thereto for consumer viewing];

a plurality of product sales collection units each for collecting information representing purchases by the consumers at one of a plurality of stores and for generating product identifying signals identifying the products purchased and the sales collection unit collecting the information, each sales collection unit predominately collecting purchase information by consumers viewing receivers connected to the same distribution trunk, whereby the system is closed between the targetable television system and the product sales collection units by the acts of the consumers viewing the programs presented on the respective television receivers and shopping in a store including a sales collection unit; and

a market research computer system including data for identifying the particular sales collection units associated with each of the distribution trunks and responding to said transaction response signals to provide an indication of consumer behavior in response to said normal and substitute programs.

7. (Amended) A method in accordance with claim [2] 6 comprising storing in the computer, demographic data describing the type of a store in which each consumer data collection point is located, and wherein the analyzing step

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comprises identifying market significance based in part on the computer stored demographic data.

9. (Amended) A television distribution and analysis system for delivering a plurality of channel signals in separated TV channels to a plurality of cable television subscribers residing in a geographic area comprising:

a plurality of normal channel signal sources for producing normal TV channel signals to be delivered to subscribers;

a source of a substitute channel signal to be substituted for at least one normal channel signal;

signal distribution circuitry for receiving the normal channel signals and the substitute channel signal and for combining the received channel signals into [a spectrum] spectrums of channels on a plurality of distribution trunks, the spectrum of channels on less than all of the plurality of distribution trunks including the substitute channel signal; and

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[means] apparatus for generating a plurality of substantially identical copies of the spectrum of channels of each distribution trunk;

[means] apparatus for connecting the substantially identical copies of the channel spectrum of each distribution trunk to different substantially contiguous zones of the geographic area;

a plurality of customer purchase data collectors for collecting customer purchase data in stores of the geographic area, each customer purchase data collector representing purchases made by subscribers residing in one of the zones; and

a data analysis computer system for accumulating customer purchase data from the data collectors and for analyzing the collected data to identify the market significance of the normal and substitute channel signals connected to the zones of the geographic area.

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11. (Amended) The television distribution and analysis system of claim 9 wherein the [means] apparatus for connecting connects the spectrum of channel signals from one of the distribution trunks to zones of the community separated from one another by zones connected to others of the distribution trunks and selected to demographically represent the community for market research purposes.

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13. (Amended) A television distribution and analysis system in accordance with claim 9 wherein the connecting [means] apparatus comprises fiber optic apparatus [means] for connecting the substantially identical copies of the channel spectrum of each distribution trunk to different ones of the zones.

22. (Amended) A method for use in a consumer response analyzing system comprising apparatus for distributing television to a plurality of substantially geographically contiguous zones in a community of consumers and a market research computer system, the method comprising:

identifying a consumer parameter of consumers in the community and associating one of the zones of the community with the consumer parameters of a plurality of consumers;

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storing in the market research computer system data representing the associations between consumer parameters and zones;

presenting television programming to the community so that a substitute program is presented to the consumers in a first set of zones and normal programming is presented to consumers in a second set of zones, the presenting step being performed after the preceding data storing step;

conducting a survey of a plurality of consumers throughout the community after the presenting step to identify their customer parameter and to identify consumer purchase data; and

analyzing the survey identified data in the market research computer system to associate each consumer purchase